

University of Northern Iowa
Department of Communication and Media—Business Communication Minor
2023-2024 Minor Requirements – 21 hours

What is a minor?

A minor is a smaller concentration of courses in a secondary area of study (fewer credit hours required for a minor). A student declares a minor on the Declaration of Curriculum form. A minor will be reflected on a degree audit and transcript once the declaration form has been filed. Minors may be disciplinary or interdisciplinary – drawing from coursework from a variety of academic departments. Minors are optional for most majors. Note that teaching minors are only available to students who are declared in a teaching major.

To Fully Declare a Business Communication Minor:

- ✓ Have satisfactorily completed Categories 1A and 1B of the Liberal Arts Core
- ✓ Have a 2.50 cumulative GPA
- ✓ File a new Declaration of Curriculum with the department in order to declare a major or minor

Required Courses: (12 hrs.)

<input type="checkbox"/>	COMM 3155	Business and Professional Oral Communication	3 hrs.
<input type="checkbox"/>	COMM 2555 OR	Interactive Digital Communication I	3 hrs.
<input type="checkbox"/>	ENGLISH 2770	Introduction to Workplace Writing	
<input type="checkbox"/>	MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
<input type="checkbox"/>	COMM 3055 OR	Organizational Communication	3 hrs.
<input type="checkbox"/>	MGMT 3153	Organizational Management (Jr.)	

Select 1 course (3 hrs.) from each of the three emphases below: (9 hrs. total)

Applied Writing Skills: (Select one) (prerequisites: MGMT 2080 or ENGLISH 2770 or instructor consent; Jr.)			
<input type="checkbox"/>	ENGLISH 4765	Applied Writing: Workplace Communication	3 hrs.
<input type="checkbox"/>	ENGLISH 4770	Applied Writing: Proposals and Grants	3 hrs.
<input type="checkbox"/>	ENGLISH 4775	Applied Writing: Specialized Documents	3 hrs.
Communication Skills: (Select one)			
<input type="checkbox"/>	COMM PR 1811	Principles of Public Relations	3 hrs.
<input type="checkbox"/>	COMM 4333	Communication and Conflict Management (Jr.)	3 hrs.
Business and Professional Communication Contexts and Applications: (Select one)			
<input type="checkbox"/>	COMM 4134	Organizational Cultures and Communication (MGMT 3153 or COMM 3055; COMM COR 2020; Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 3844	Public Relations: Integrated Communications (Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3143	Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3146	Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3153	Personal Selling (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.

Want more information? Contact:

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